

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR ALERTING A  
USER TO A PROMOTIONAL OFFER FOR A PRODUCT BASED ON USER-  
INPUT BAR CODE INFORMATION**

**ABSTRACT**

A system, method and article of manufacture are provided for alerting a user to a  
5 promotional offer for a product. A representation of a bar code is received from a user.  
The representation of the bar code is associated with a product. A relationship between  
the user and the product is generated. The relationship between the user and the product  
is stored in a database. A search is performed for matching a promotional offer to the  
product. The promotional offer is output to the user based on the relationship of the  
10 user with the product.